

PSJ17 Exh 40

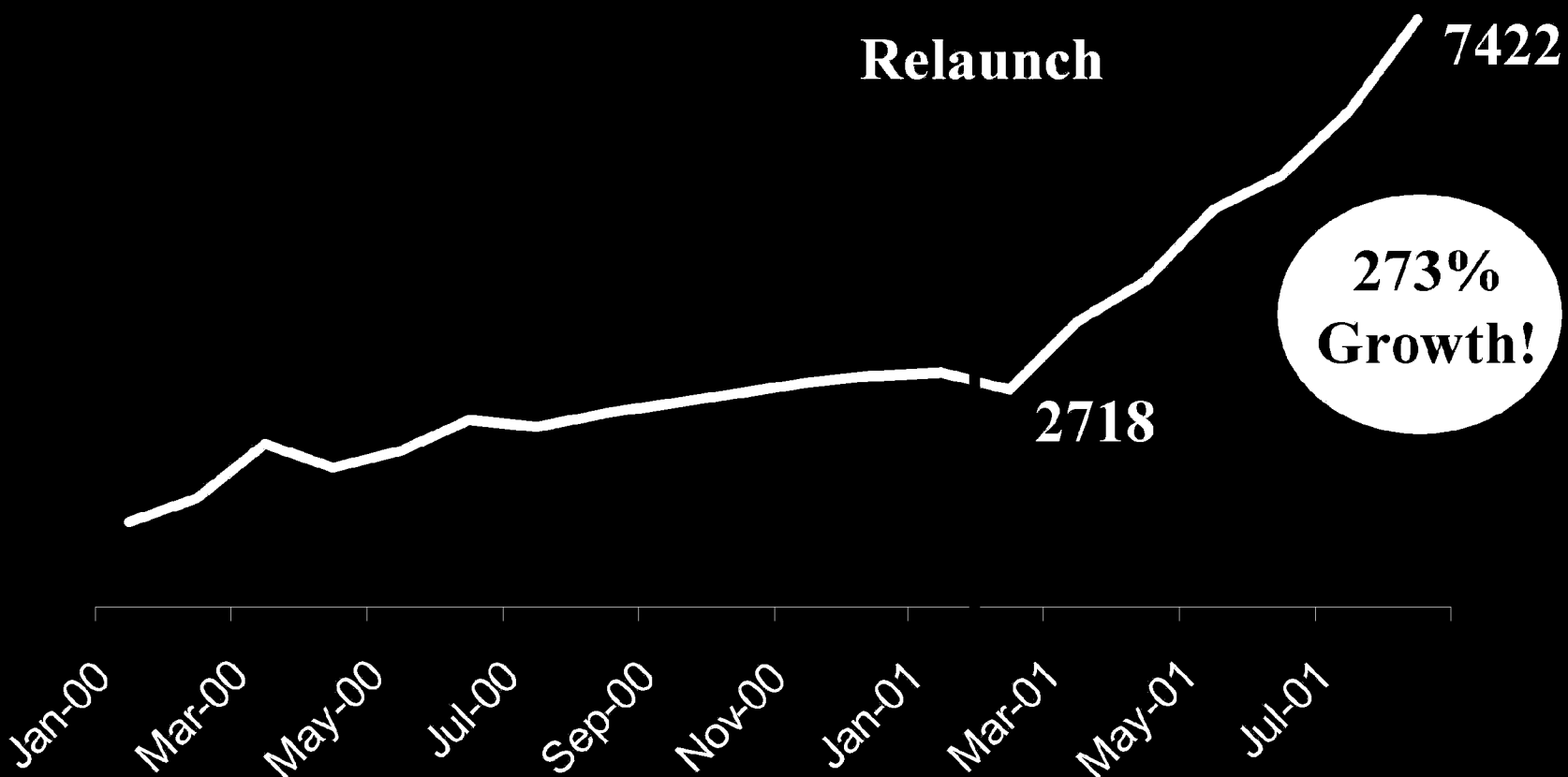
ACTIQ

2002 Marketing Plan

Andrew Pyfer
Product Manager

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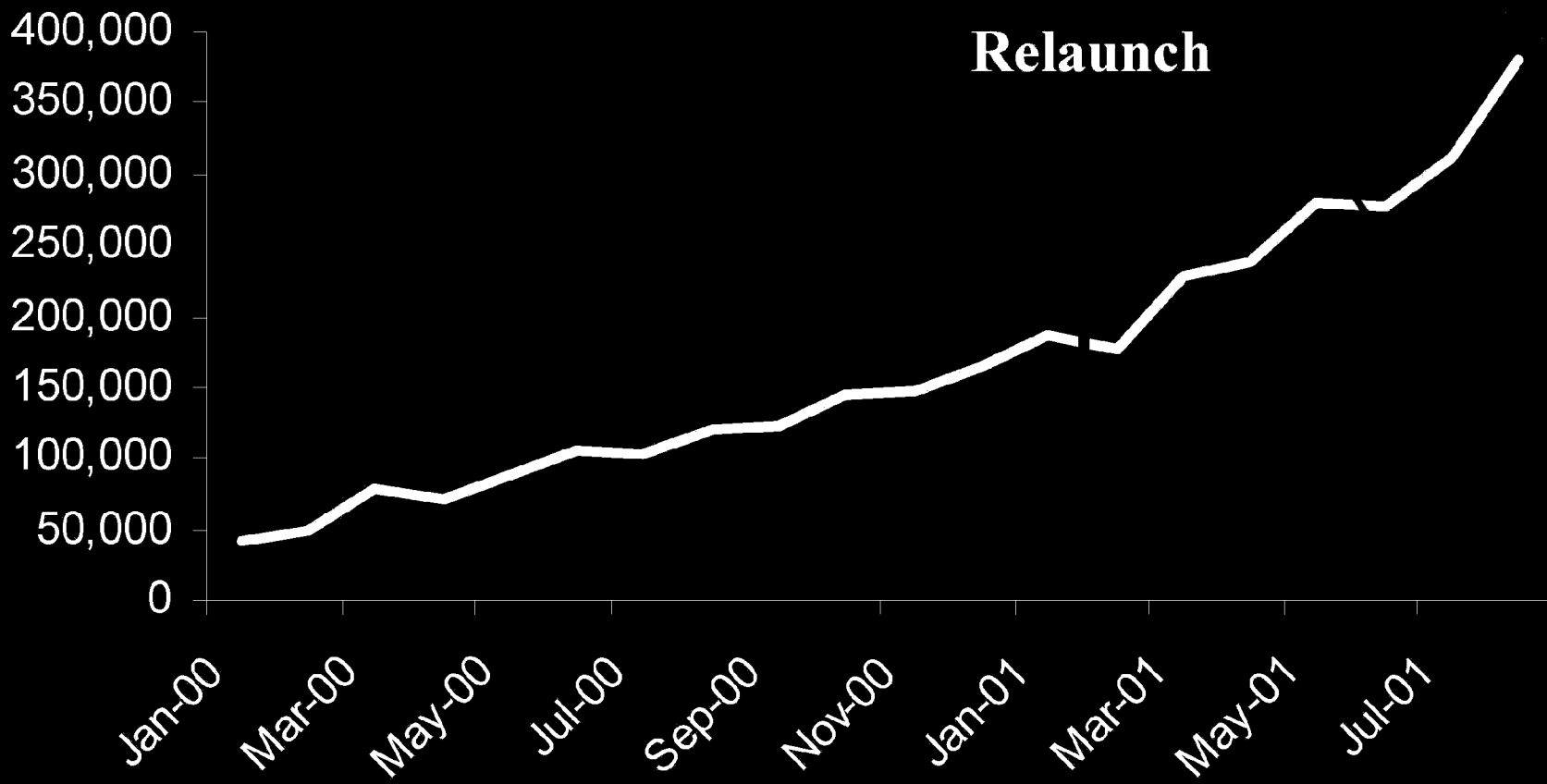
ACTIQ Monthly TRx



**273%
Growth!**

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ACTIQ Monthly Units



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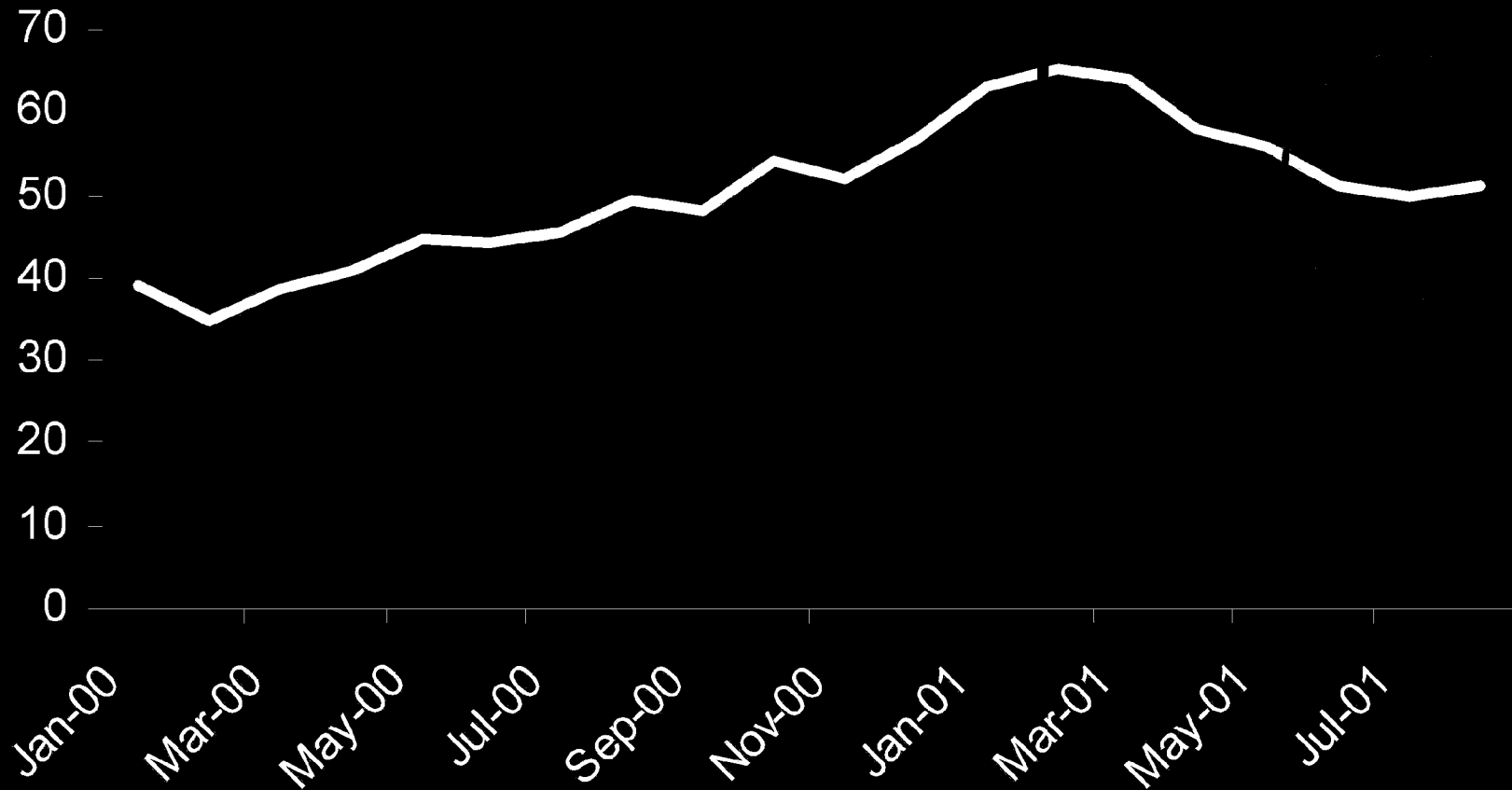
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CEPHEDPA-LB-01633063
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ACTIQ Monthly Units/Rx

Relaunch



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ACTIQ Monthly Sales



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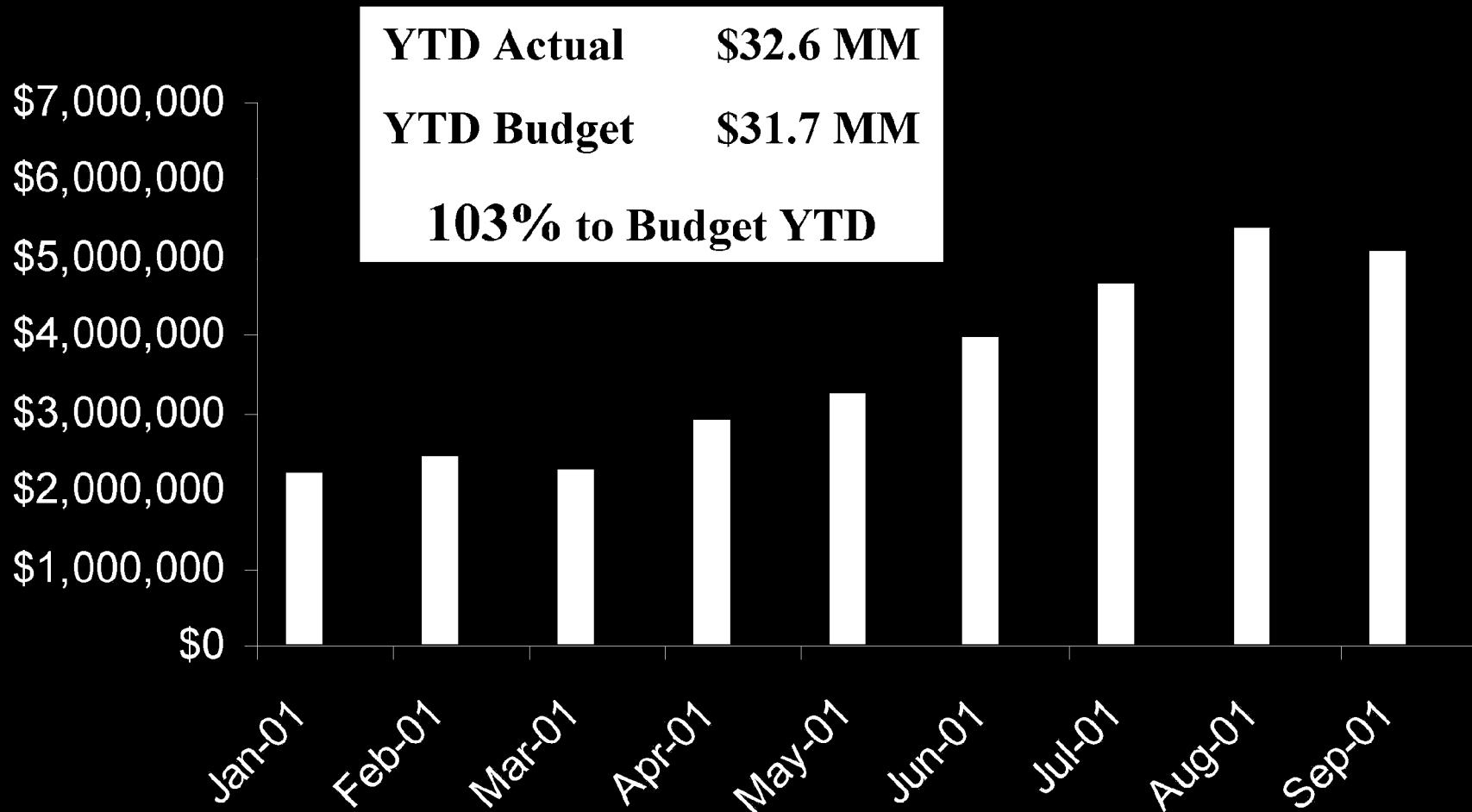
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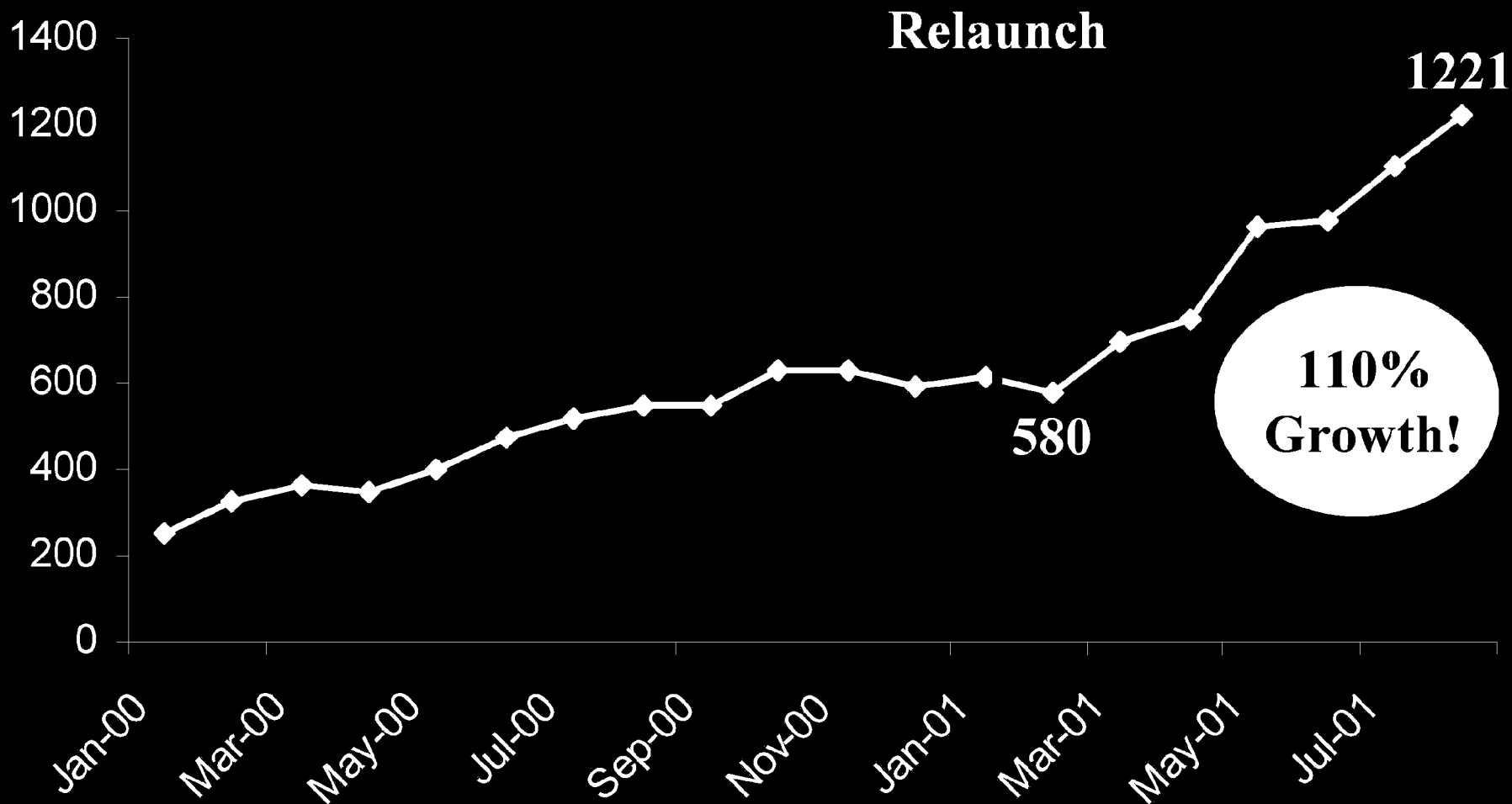
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Sales Actual vs. 2001 YTD September



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Monthly Prescriber Count



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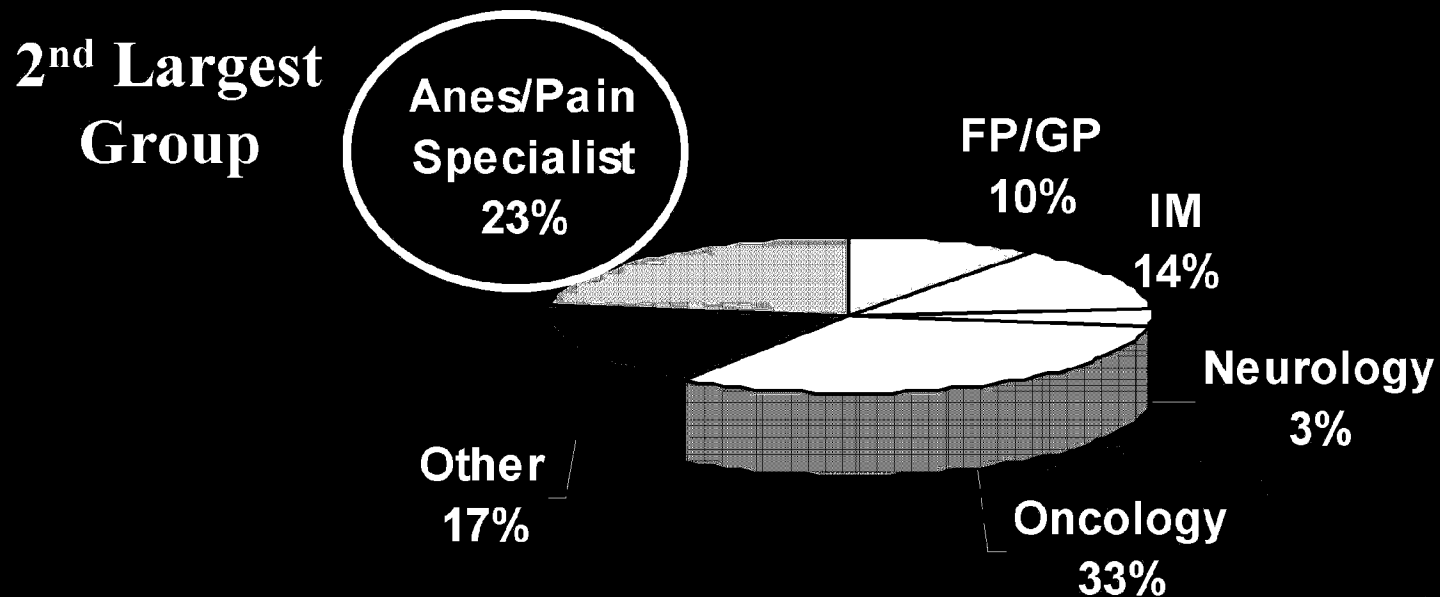
Confidential

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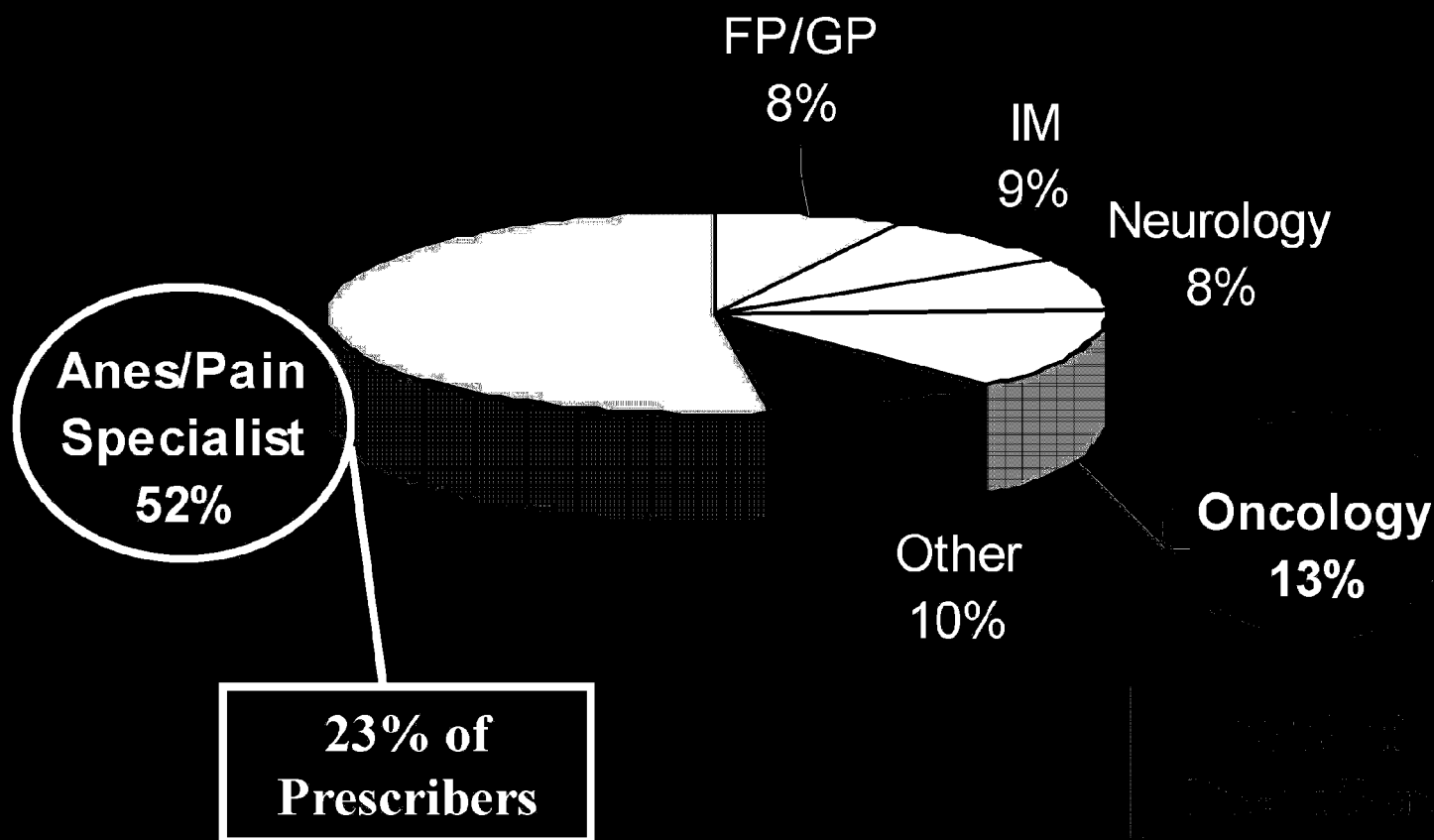
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Prescriber Base by Specialty

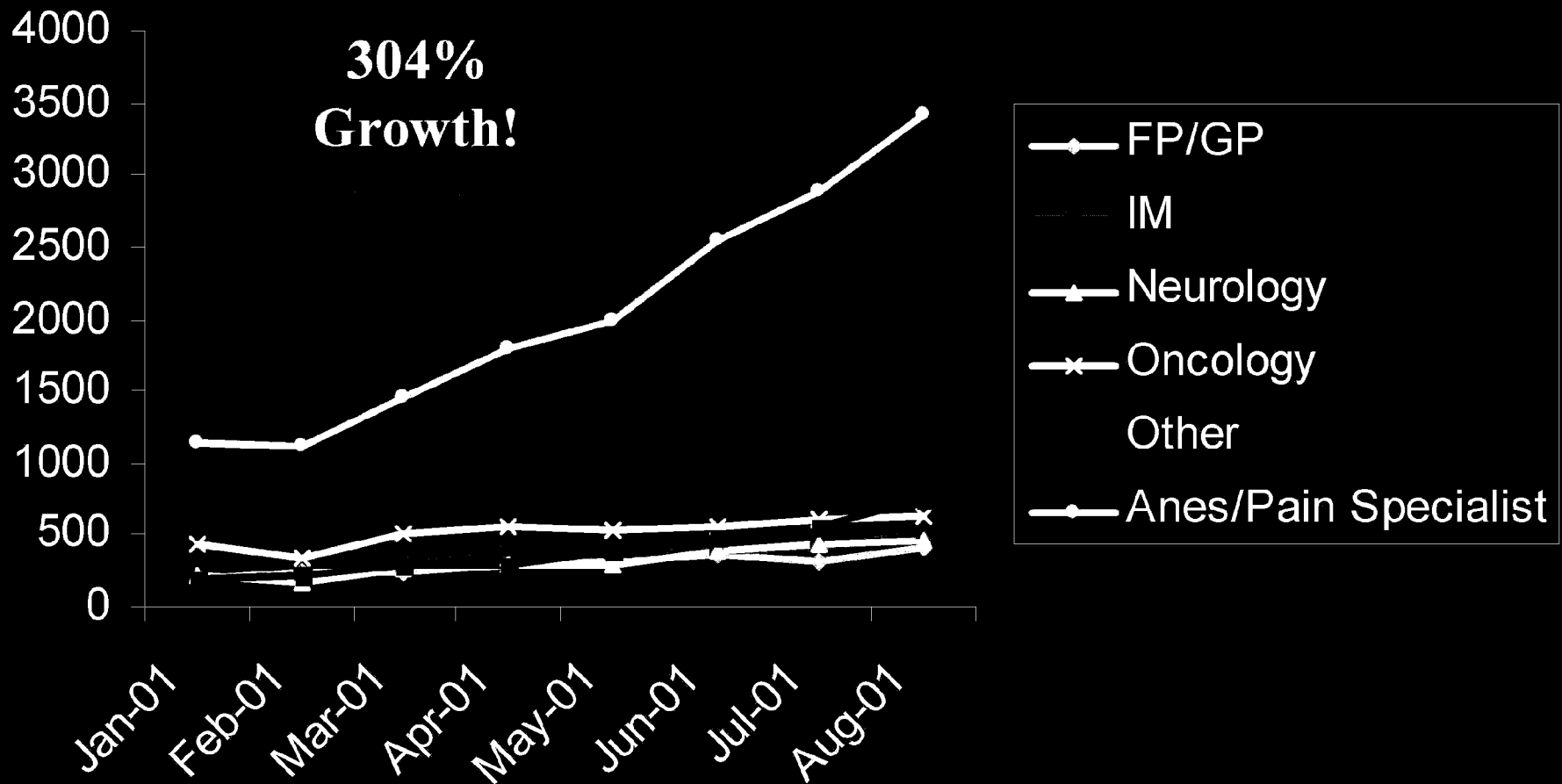
**2600+ Total Prescribers by Specialty
YTD August 2001**



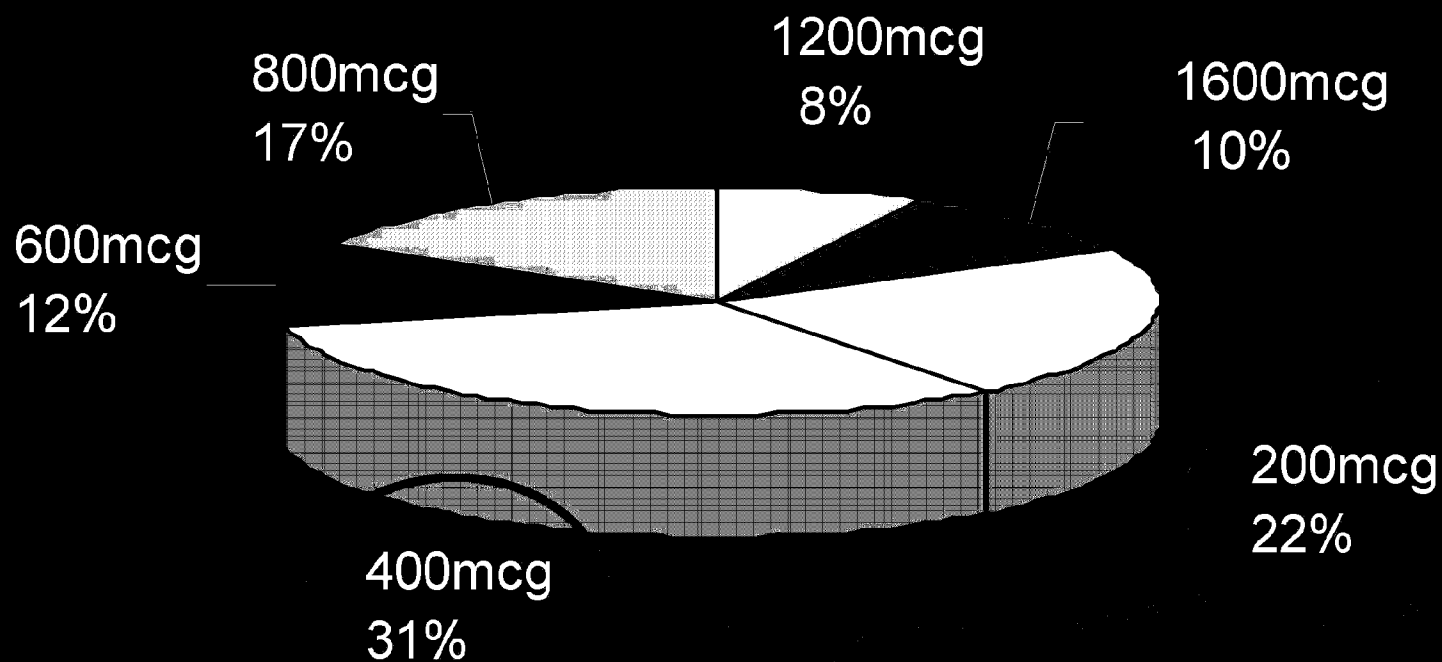
TRx by Specialty YTD August 2001



Monthly TRx by Specialty 2001 YTD



TRx by Strength – 2001 YTD



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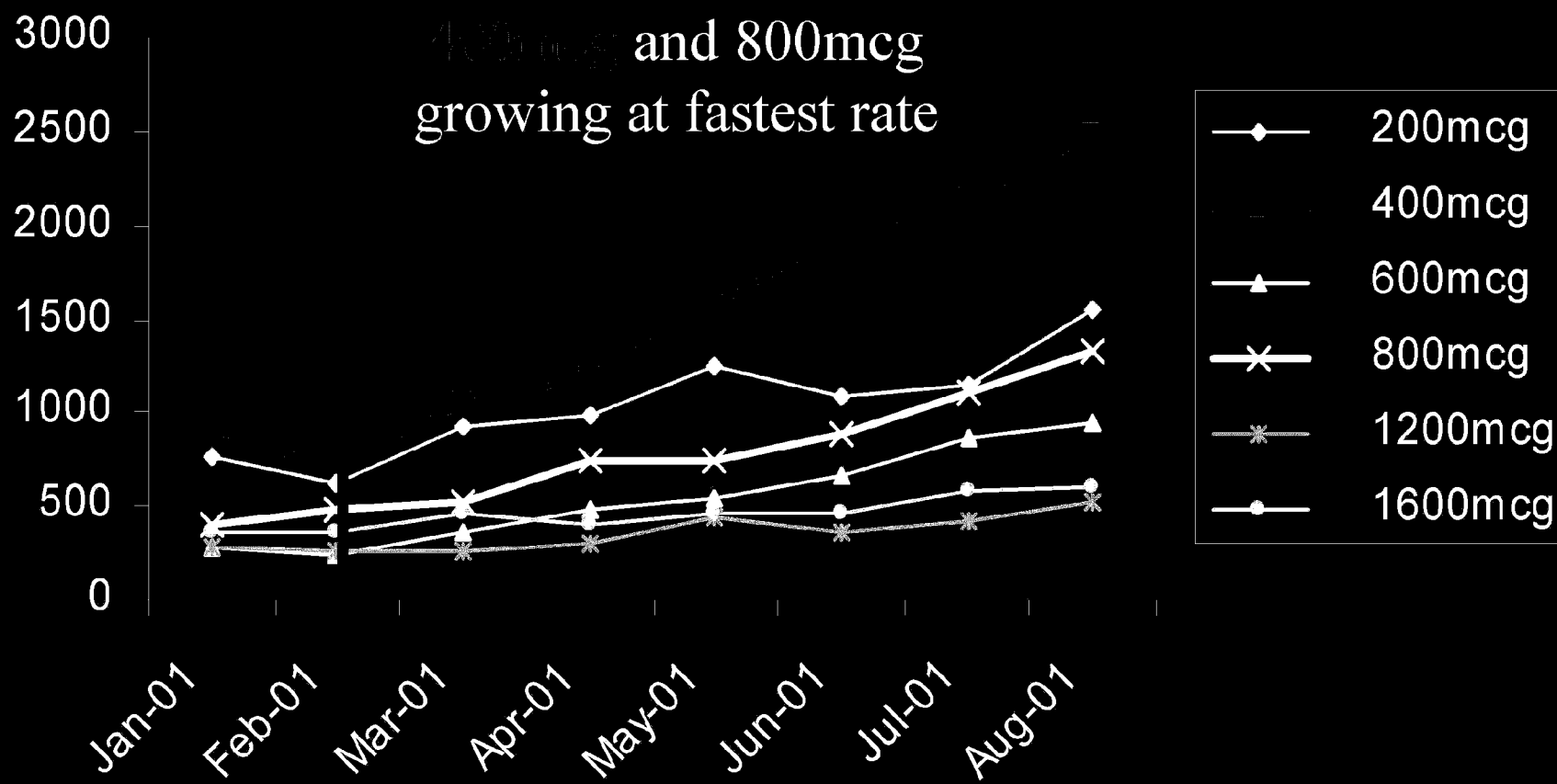
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TRx by Strength Since Relaunch

Relaunch



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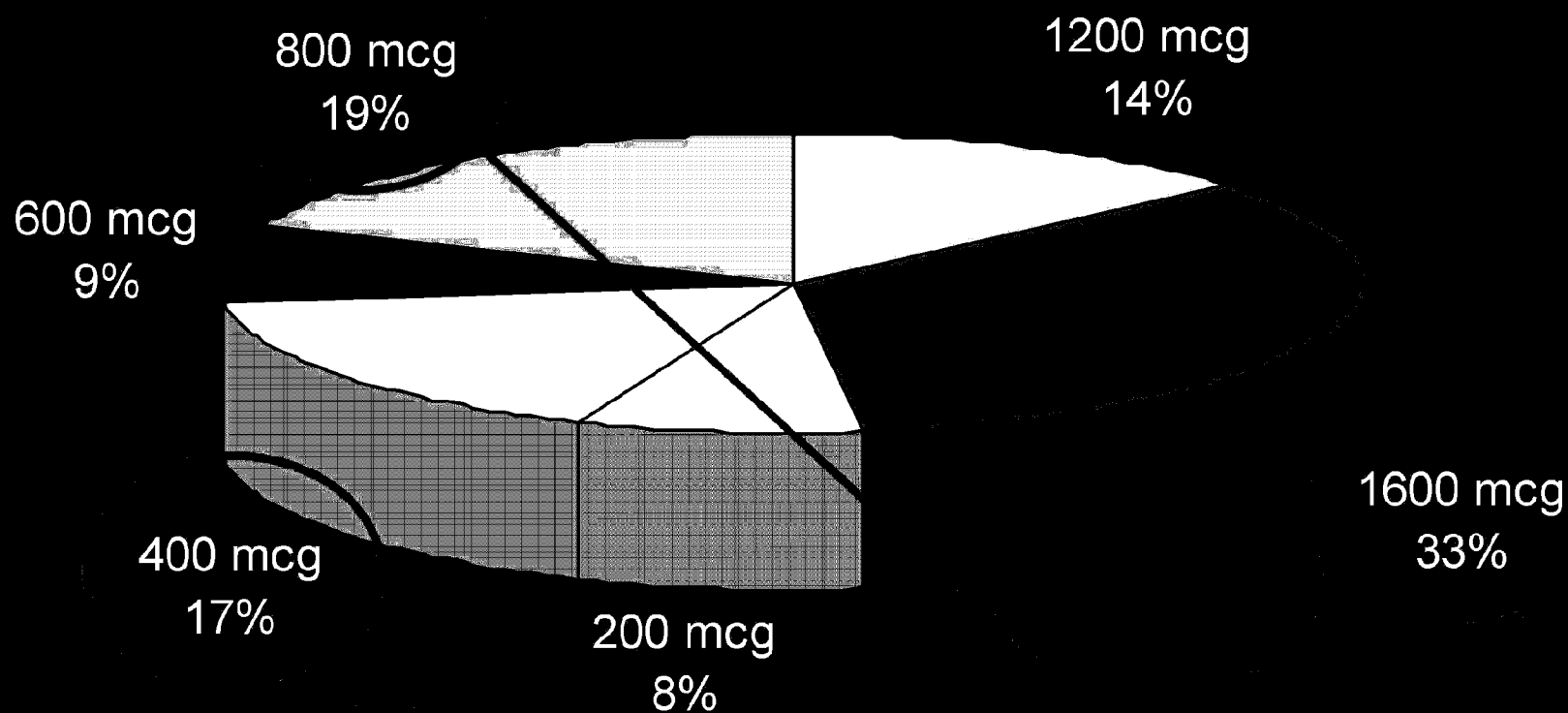
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Sales by Strength – 2001 YTD



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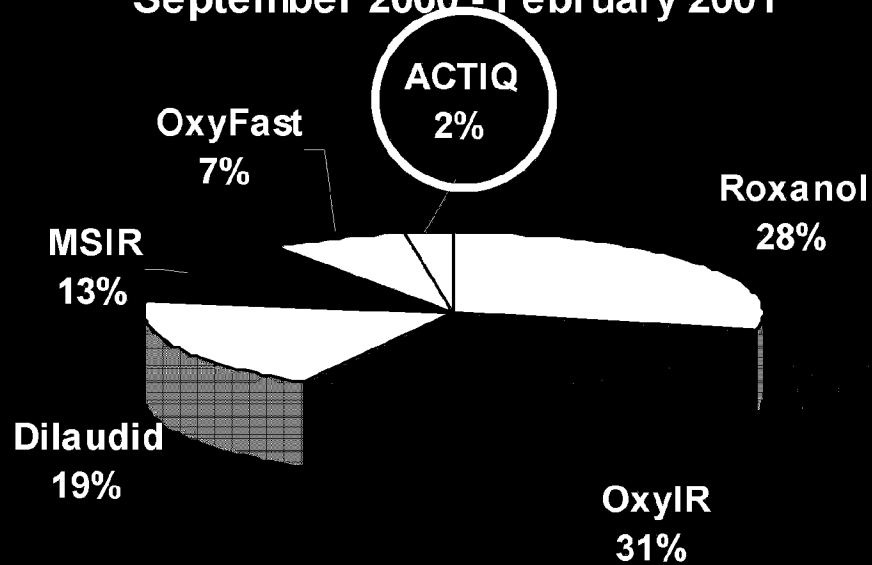
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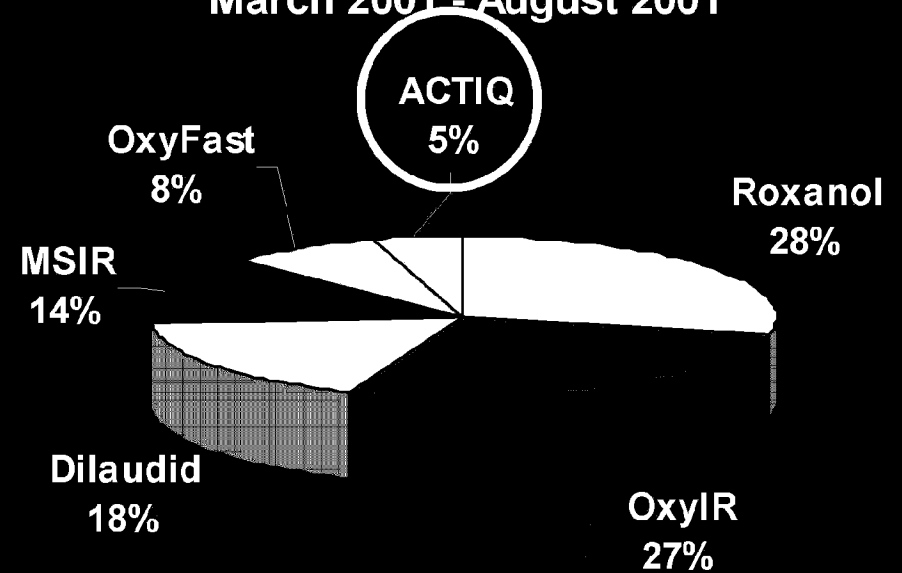
ACTIQ TRx Market Share

Short-Acting Pure Opioids

September 2000 - February 2001



March 2001 - August 2001



Largest Growth – ACTIQ

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Summary of Market Drivers

- **TRx growing strongly since relaunch**
 - Nearly tripled from February (2718) to August (7422)
- **Total Units growing steadily**
- **Units/Rx no longer in decline**
- **Factory Sales growing nicely**
 - 103% of budget YTD September
 - **Projected 2001 factory sales of \$50.5 MM**
 - 3x 2000 total sales of \$16 MM
- **3% increase in market share post launch**

Why have we been successful?

- **Targeting correct physician specialties**
- **Delivering ACTIQ's key messages**
 - Rapid onset of analgesia and “Personal Pain Control”
- **Implementing appropriate and effective medical education programs**
 - Sales driven MEPs
 - Consultant meetings
 - CME programs; newsletter, website, teletopics, symposia
- **Educating key physician targets**
 - Titration process (i.e., initiation at 400mcg)
 - Relative potency of ACTIQ; Cmax and analgesia vs. respiratory depression
 - Patient selection
- **Improving product awareness**
 - Media plan
 - Convention presence
 - Direct mailings

Why ACTIQ?

- Key Differentiating Feature/Benefit
 - **Rapid onset of analgesia**
 - Critical feature in treating BTP and episodic pain
 - As rapid as IV morphine
 - **Provides the *patient* with the ability to better control their pain – similar to IV-PCA**
 - Improved functionality and QoL
 - “personal pain control”
 - “OT-PCA” – will be tested

2002 ACTIQ Positioning

- ACTIQ is
 - a medication in a unique oral transmucosal delivery system
 - that provides the most rapid onset of analgesia of any non-invasive opioid formulation available
 - and affords patients personal pain control for BTP and episodic pain

ACTIQ Key Messages

- ACTIQ
 - Provides rapid onset of analgesia
 - Provides personal pain control by improving functionality and QoL
 - Has a unique, revolutionary drug delivery system
 - Is most effective when titration is initiated at 400mcg
 - Is safe and highly effective
 - Is easy and convenient to use
 - Is the only product specifically indicated for BTCP

Short Term Vision Statement

- Establish ACTIQ as a valid, first-line option for the treatment of BTP
- Are we there yet?
 - BTCP?
 - We spent first two years of product life focused here and we aren't even close
 - BTP?
 - We've spent less than one year here and are making great strides

Where are we now?

- Marketing and Sales are effectively repositioning ACTIQ as a viable and uniquely effective, first-line BTP treatment option
- ACTIQ Usage
 - PDDA data very limited – usage areas unclear
 - No anesthesiologists included in data
 - Low volume shows minimal use among oncologists
 - Market Research and Anecdotal
 - ACTIQ is being utilized in the treatment of many chronic pain conditions, both malignant and non-malignant
 - ACTIQ is predominantly prescribed for BTP in opioid tolerant patients
 - ACTIQ is beginning to be prescribed more frequently for episodic pain in opioid naïve patients

Product Vision Statements

- Medium Term Vision
 - Establish ACTIQ as a revolutionary, highly beneficial and valid option for the treatment of BTP and episodic pain
- Long Term Vision
 - Establish ACTIQ as the ideal, first-line treatment of BTP and episodic pain

What must be done in 2002?

- We must continue to position ACTIQ as a uniquely beneficial treatment option for BTP in opioid tolerant patients
- We must also establish ACTIQ as a viable treatment option for episodic/recurrent pain in opioid naïve patients
- We must continue to maximize ACTIQ's clear differentiating benefits and begin to provide data about ACTIQ in a variety of pain types

2002 ACTIQ Marketing Issues

1. Low product awareness among targeted physician specialties (especially “awareness” linked to key benefits)
2. Lack of knowledge in the assessment and treatment of BTP and episodic pain among targeted physician specialties
3. Limited clinical data and publications outside of the cancer patient population
4. Low product and disease state awareness among pain patients
5. Limited direct promotional reach

Issue: Low Awareness Among MDs

- *Strategy:* Strengthen the association of ACTIQ and its key benefits through improved awareness
- *Tactics*
 - Direct Selling
 - Journal Advertisements
 - Direct Mailings
 - CME Newsletter and Website
 - Convention Presence
 - ACTIQ.com
 - PR Initiatives

Issue: Lack of Knowledge

- *Strategy*: Educate targeted physician specialties about the benefits of treating breakthrough and episodic pain with ACTIQ
- *Tactics*
 - Direct Selling (new sales aids)
 - MEPs
 - Consultant Meetings
 - CME Programs
 - Teleconferences / Symposia / Newsletter / Website / Targeted mailings (Meeting Highlight Summaries)
 - Promotional Direct Mailings
 - Approximately 57% of expected 2002 budget

Issue: Limited Clinical Data

- *Strategy*: Marketing to assist Medical Affairs in development of a Phase IV / Case Series / Publication plan for 2002
- *Tactics*
 - Case Series – could be most important tactic of 2002
 - Targeted high potential pain types (BTP/episodic pain)
 - Exploratory Studies
 - Establish efficacy in other targeted high potential pain types (BTP/episodic pain)
 - Maximize minimal budget with smaller open-label studies
 - Comparison to other opioids: onset, preference, QoL impact
 - Publications
 - Case Series / Exploratory Studies / Poster and Abstract Presentations

Issue: Low Awareness Among Patients

- *Strategy:* Increase awareness of BTP among targeted pain populations and empower patients to discuss their pain openly with physicians
- *Tactics*
 - Non-branded promotional materials
 - BTP wall chart for exam rooms / Pain Assessment Form
 - PR Initiatives
 - Nursing Advisory Board
 - Cancer Care Teleconferences
 - Update health websites
 - Work with patient and professional organizations (ACS, APS, Sickle Cell Pain Aware) to update patient education brochures
 - ACTIQ.com

Issue: Limited Direct Promotional Reach

- *Strategy:* Expand and complement direct promotional reach with promotional efforts to the highest potential targeted physicians
- *Tactics*
 - CME Initiatives
 - Teleconferences / Symposia / Newsletter / Website / Targeted mailings (Meeting Highlight Summaries)
 - Promotional Direct Mailings
 - Journal Advertisements
 - ACTIQ.com
 - Convention Presence